



## Sample Member Newsletter Article

### **Peripheral Arterial Disease: The Silent Epidemic [Name of Organization] Has Joined the PAD Coalition to Save Limbs and Lives**

More than 12 million Americans suffer from peripheral arterial disease (P.A.D.), a debilitating condition associated with heart attack, stroke and death. Patients with P.A.D. have a diminished quality of life, functional disability, two- to six-fold increase in cardiovascular mortality, and a significantly increased risk of amputation. Yet, most Americans with P.A.D. are not aware of their diagnosis or the significance of P.A.D.

To address this serious and growing health problem, [Name of Organization] has joined the P.A.D. Coalition, an alliance of leading health organizations, professional medical societies and government agencies that have united to raise public and health professional awareness about lower extremity P.A.D. Committed to improving health outcomes for patients with P.A.D., the Coalition is coordinating awareness and education efforts designed to promote early detection and treatment of P.A.D. The Coalition is coordinated by the Vascular Disease Foundation, a Section 501(c)(3) organization.

“By speaking with a unified voice and a unified message, we can make a difference in the lives of people with P.A.D.,” said [Name of Organization’s President]. “As a member of the P.A.D. Coalition, [Name of Organization] is providing its expertise and support to creating the most comprehensive national program in vascular disease awareness and education.” [Name of Organization P.A.D. liaison] is [Name of Organization’s] liaison to the P.A.D. Coalition.

The Coalition has formed a strategic partnership with the National Heart, Lung, and Blood Institute (NHLBI) of the National Institutes of Health to plan and implement a major national P.A.D. awareness and education campaign. NHLBI is developing a mass media campaign that will include radio and print public service advertising, resource materials and patient education tools. Slated for launch in September 2006, the NHLBI campaign messages and materials will be in the public domain and available for use by [Name of Organization] and its members. The Coalition is lending its specialty expertise to the campaign development process.

To complement the NHLBI’s public awareness campaign, the P.A.D. Coalition will develop educational programs and clinical practice tools for health professionals and health systems about P.A.D. prevention, diagnosis and treatment. Priority activities for 2006 include collaboration in disseminating and promoting the December 2005 American College of Cardiology-American Heart Association “Guidelines for the Management of Patients with Peripheral Arterial Disease” through

Coalition member organizations. To provide health professionals with ready access to clinical practice tools, the Coalition will expand its Web site to serve as a clearinghouse for the best P.A.D. educational resources. Public relations activities will focus on increasing national recognition of the impact of P.A.D. in health professional, managed care and insurer trade publications and journals.

In addition to these key communication activities, the Coalition will conduct a national survey to accurately measure current public understanding of the risk and impact of P.A.D. The findings will be used to guide planning of the national education campaign. These data also are important for providing baseline measures for assessing the campaign's impact in the future.

"The public will be well-served by a unified, science-based, and easy-to-understand national education effort designed to raise awareness of the prevalence and risk of P.A.D.," said Alan T. Hirsch, M.D. co-chair of the P.A.D. Coalition and Associate Professor of Epidemiology, Medicine, and Radiology at the University of Minnesota School of Public Health. "This effort is long overdue. The deleterious effects of P.A.D. on patients and families are unquestionable, mandating that we work collaboratively to ensure that public and health care provider recognition and understanding of *peripheral* arterial disease is equal to that of *coronary* arterial disease," continued Dr. Hirsch.

"[Name of Organization's] participation in the P.A.D. Coalition is gratefully accepted and will help us assure that P.A.D. is prevented, promptly diagnosed, and treated," said P.A.D. Coalition co-chair, Marge Lovell, Clinical Trials Nurse at the London Health Sciences Centre in London, ON. "We share a responsibility to place this major atherosclerotic cardiovascular disease at the top of the public health agenda."

The P.A.D. Coalition was founded in 2004 by 15 leading vascular professional societies and medical organizations concerned about the consequences of undetected and untreated P.A.D. The Coalition has rapidly expanded to include more than 40 members representing tens of thousands of health care professionals and lay volunteers. The Coalition's nine-member Steering Committee oversees day-to-day operations, policies and finances. The Coordinating Committee, composed of one delegate from each member organization, oversees the strategic direction and activities of the Coalition. [Name of Organization P.A.D. liaison] is a member of the [name of committee], which is concerned with [fill in purpose of committee].

[Name of Organization] will keep members apprised of P.A.D. Coalition activities and progress through [name of newsletter] and e-mail bulletins. Members are encouraged to visit the P.A.D. Coalition Web site at [www.padcoalition.org](http://www.padcoalition.org) for updates. If you would like to get involved in P.A.D. campaign activities, please contact [name of organization P.A.D. liaison] at [e-mail or phone number].